

### **Abstract of the disclosure**

[056] Methods and apparatus for executing sales transactions in which products or services are offered for sale either at an established normal price or at one or more reduced prices charged in the event a chance event occurs. The chance event may select particular purchasers who are to be charged the reduced prices, or may select particular products or services for which reduced prices are charged. Potential purchasers are advised prior to the time of sale that they have a chance to receive products or services they elect to purchase at reduced prices. Preferably, the purchaser is given the opportunity to receive products they elect to purchase at no charge if the chance event occurs.